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COUNTRY Far East

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Source or Clarifying Statement: DOCUMENTARY

FAR EAST BROADCASTING COMPANY
SURVEY OF PROGRAMMING

MANILA, PHILIPPINES

Philippine Service

April, 1953

Overseas Service

DZAS 680 K C.
DZB2 3.34 M C.
DZH6 6.03 M C.

DZH7 9.73 M C.
DZH8 15.30 M C.
DZH9 11.85 M C.
DZI6 17.80 M C.

NEWS - 14%

The regular newscast in English and Tagalog occurs seven times per day, morning and evening across the board; 5:45 A.M., 6:30 A.M., 7:30 A.M., 9:00 A.M., 1:00 P.M., 6:00 P.M., 9:30 P.M. For sources of news there is teletype service connected with the Manila office of the United Press and for local news Philippine News Service supplies through local dailies, both in English and in Tagalog. The French Press Agency was used until recently. All pure newscasts are factual and informational, without slant or comment.

PUBLIC SERVICE - 14%1. SPECIAL EVENTS

Special events include the monthly Presidential fireside chats. These broadcasts are taken direct from the study of the President at the Malacanang Palace in Manila every fifteenth of the month. The nature of this Presidential fireside chat is in the form of the President's report to the people on the state of the nation.

Special Events coverage also includes such occasions as the July 4th celebration and other special holidays where the President or some outstanding government officials

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are the main speakers. Such types of programs are fed into a weekly spot which we call "History in the Making", every Tuesday, 6:30 to 7:00 P.M. From time to time, in cooperation with the Department of National Defense of the Philippine Government, we interview different Communist top brass who have either surrendered or have been captured, or former Communists living at the EDCOR Farms in Mindanao Island of the Philippines. Most of these interviews are conducted by our staff personally and put together (tape recording) as a program under Special Events coverage.

Other interviews with surrendered or captured Communists are set up at Camp Murphy by special arrangement of the Department of National Defense. On several occasions we covered Philippine Politburo trials in the various provinces where the Communist captives have been tried. Also, we have covered different peace campaigns under the personal supervision of the Secretary of the Department of National Defense, Ramon Magsaysay. As a consequence, the Far East Broadcasting Company has been highly commended by the Department of National Defense for "the great part it has played in the peace and order campaign in the Philippines against the Communist dissidents".

2. PHILIPPINE GOVERNMENT BROADCASTS

The President of the Philippines makes a regular radio report to the people three times a week -- Tuesday, Thursday, and Saturday from 7:00 to 7:30 A.M. This is the President speaking to the people in an informal, friendly manner. The name of the program is "Breakfast Table". The President is guest of our breakfast table in this half-hour broadcast. He talks to the people like he would if the people were around him at the breakfast table. This program is exclusively for airing at the stations of the Far East Broadcasting Company, but is later released to other stations. The President of the Philippines has just organized a new Department known as Radio Operations. The chief of this office is in constant touch with us, telling us of, and supplying us with, all programs regarding the President's talk to the people, three times a week. Another regular "across-the-board" government broadcast is carried three times a week. This is a progress report of the various Bureau Directors. It is an interview-type of program. The Directors of various Departments of the Government submit a report to the people of what respective Bureaus and Departments are doing toward public service. These programs are also prepared by Radio Operations directly under the Office of the President and released to us for first airing. For the last two or three years we have aired twice a week over all stations (Philippine and Overseas Service) a program entitled, "Armed Forces of the Philippines Morning Call" from 6:45 to 7:00 A.M. This program is directed primarily to the Filipino Battalion Combat Team in Korea. It is produced by Captain Eulogio Dua of the former Civil Affairs Office, Department of National Defense. Less than two months ago we received a very heartening letter from the Chief Signal Officer of the 19th Battalion Combat Team in Korea, telling us that the only stations they could hear from Manila any time of the day "loud and clear", in Korea, are the three Overseas Service shortwave stations of the Far East Broadcasting Company. As a result, we inaugurated another program known as the "PEPTOK Hour". PEPTOK is short for Philippine Expeditionary Force To Korea and is also under the direction of Captain Dua. The Chief of Staff of the Armed Forces of the Philippines, Major General Calixto Duque, sends his weekly personal message to the men in Korea through this broadcast, which is carried exclusively over all facilities of the Far East Broadcasting Company and beamed for the Philippines, Korea, and Japan.

Another government broadcast is the Weather Report. This report is carried as a part of the newscasts seven times a day. Emergency typhoon warnings and flash news concerning the weather are carried regularly or at any time the Weather Bureau may contact us.

Also, from time to time we receive special requests from the various departments of the Philippine Government to record certain conferences or special events and proceedings for later broadcast. This we do in the interest of the public. Special meetings of the Senate, House of Representatives or some government corporation are recorded and broadcast as a public service.

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MUSIC - 32%

One of the outstanding musical programs is "Tone Tapestries", a live organ concert from our studios at the radio station by our staff organist. The program draws excellent response from listeners all over the Orient, especially Japan.

"Concert Classicals" is heard Tuesday, Wednesday, Thursday, Friday and Saturday from 9:00 to 9:30 P.M. and is classical, concert music appealing to the more discriminating tastes of music appreciation. Our main source of material for this program is the FEBC library and the USIS library in Manila. Selections of musical presentation on this program vary according to requests made by the listeners.

Some listeners even send their own private recordings for broadcasting on the stations.

Another musical program is entitled, "Speaking of Music". This musical program is annotated. It encourages musical appreciation on the part of our listening audience by explanation and pointing out what to observe in good listening. It is a well received musical program.

For the benefit of the listening audience in the rural areas of the Philippines we have a program of high type Filipino music and folk song from 6:45 to 7:00 every evening. Requests are also accepted for this broadcast. It is especially popular among listeners in the Philippines.

From 1:10 to 1:30 "Siesta Serenade" is a recorded feature including recordings of light, classical music and string orchestra.

Every morning, Monday through Saturday, the "Musical Treasure Chest" from 8:45 to 9:00 precedes the newscast. "Musical Treasure Chest" includes the most popular of classical selections and has become a very popular program. On Sunday at the same hour, various choirs of different churches are featured.

Another popular program, 12:15 to 12:30 P.M., includes American western religious music.

"Philippine Requests" is a daily (except Sunday) musical presentation, 6:00 to 6:30 A.M. It is one of the best known musical programs in the Philippines.

EDUCATIONAL AND CULTURAL PROGRAMS - 8%

Every Monday, Wednesday and Friday mornings from 7:00 to 7:30 we feature Progress Reports of the various department of the Philippine Government with regard to Public Welfare activities. For instance, "You and Your Health" is a program in the interest of the family health and hygiene. Also, a class in adult education is conducted by Dr. Ben Catapusan, Professor of Sociology in various universities of Manila.

"Youth of the Philippines" is a youth program designed to put the spotlight on the youth of the land. It features outstanding youth leaders both in the university and social life. Music and student discussions are featured in this program. Individual students and whole classes are asked by their professors to tune in to this broadcast. "Youth of the Philippines" originates in a live broadcast on Sunday at 4:00 P.M. and is repeated on the following Saturday at 7:00 A.M. over all stations of the Far East Broadcasting Company.

A program dedicated to the cause of international friendship and good will is heard every day from 12:00 to 12:15 P.M. except Sunday. It is called "Hello Neighbor" and participants include radio officials of the Indonesian and Australian embassies. Other aspects of the broadcast feature the Philippines and its many phases of social, economic and cultural life. During the current Philippines International Fair at Manila, "Hello Neighbor" featured more countries than usual. There are at least twelve different countries officially represented.

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Agricultural, poultry, as well as animal husbandry producers benefit directly from a weekly program entitled, "Producers' Guide", heard every Monday morning from 5:45 to 6:00. This program is in cooperation with the Division of Publications of the Philippine Department of Agriculture and Natural Resources.

With the total enrollment close to 17,000 students from all over the Philippines as well as some other countries in Southeast Asia, the "Bible School of the Air" program offers a free correspondence course of study in the World's Best Seller. This program originates at 8:30 to 9:00 P.M. Monday and is repeated Tuesday at 12:30 to 1:00 P.M.

"Quizpiration" is a transcribed program produced in Washington, D. C. and participated in by Christian members of the United States Congress. The program features quizzes and interviews. It aims to show the secret of the success of the United States, in that its Congressmen read, know, and are acquainted with the Bible, the Word of God. Heard every Friday afternoon from 1:30 to 2:00, "Quizpiration" sets a good example for government officials of the Philippines.

Every Monday morning from 11:00 to 11:15, the world's outstanding poetry is presented. "Poetry" is the title of this inspiring program. At the hour, Tuesday through Saturday, a program of special interest to women is featured and produced by Gilberta Walton, FEBC Program Supervisor. This program features home life and economics including cooking, civic and social participation and musical interludes. Outstanding achievements of local women leaders are also featured in this program. The main source of material is the local Manila Women's Weekly magazine.

SPIRITUAL APPROACH - 32%

PHILIPPINE SERVICE TRANSMITTERS: Programs of this nature transmitted over this group of stations are generally classified as religious. There are three main divisions which may be termed "Religious Block Programs"; namely, Philippine dialects, English and foreign languages. All in all, there are thirty-six (36) different languages and dialects used during a broadcast schedule week, eight of which are major Philippine dialects. These dialects are heard regularly each morning and evening from 5:00 to 6:45 A.M. and from 6:15 to 8:00 P.M. The remainder of the programs on the Philippines Service transmitters are in English and are prepared and designed primarily for local consumption in the Philippines. The mentality of the people is carefully considered in the preparation of these programs. Most of these programs are produced and performed by Filipino broadcasters under supervision of American advisors. Response has far exceeded expectations.

The English programs are produced both locally and abroad, "live" and by recording. These programs are designed to present the principles of Christian living as they relate to actual conditions as they exist in the Orient. Laymen, Bible School students, missionaries, national pastors, evangelists and ministers in all parts of Asia participate in the work without compensation. No denominational emphasis is made.

"The Crisis Hour" is heard every Sunday 12:15 to 12:30 on International Service. This program is produced and presented by Dr. Gavin Hamilton of Australia. Dr. Hamilton is a most outstanding authority on Communism and treats the subject in a most extraordinary manner, presenting Christian principles in opposition to its counterfeit, Communism.

The Staff Members of the Far East Broadcasting Company in Manila present the "Radio Family Hour" every Sunday night from 8:30 to 9:00 P.M. The program is repeated the same night at 11:00 to 11:30 P.M. for listeners in the U.S.A. The "Radio Family Hour" broadcast has response from many places in the United States. Emphasis in this program is placed on the importance of a Christian home in direct contrast to the godless idealism of the Communists.

Programs for children are also presented both in English and in Tagalog. The "Shut-in" program is designed for those in hospitals, infirmaries and homes of the aged and sick. These programs are heard Fridays and Saturdays from 4:30 to 5:00. Other programs in this classification include meditational, devotional, request and music programs.

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OVERSEAS SERVICE TRANSMITTERS: Most of the foreign language broadcasts from these transmitters are produced and transcribed either by tape or disc recordings in the various countries of Southeast Asia, Indonesia, Australia, Japan and the United States. There are a total of twenty-eight (28) program hours daily broadcast over the Philippine and Overseas Service combined. Mail response in the past two months indicates listeners to these English and foreign language broadcasts are from forty-nine (49) different countries of the world. Most of these letters express appreciation for the broadcasts in their respective languages. Some have written merely for Q.S.L. cards. Others, however, evidence sincere appreciation.

One and one-half hours of the Christian message in Russian is broadcast each day. Even though these broadcasts are jammed, we estimate that a fair percentage reaches through the jamming because of skip distance.

The thirty-six (36) languages and dialects used are:

Amoy	Ilocano	Pangasinan
Arabic	Ilongo	Persian
Bengali	Indonesian	Russian
Bicolano	Japanese	Samareno
Burmese	Kanarese	Spanish
Cambodian	Karen (Pwo)	Tagalog
Cantonese	Karen (Sgaw)	Tamil
Cebuano	Korean	Telegu
Dutch	Malayan	Thai
English	Mandarin	Turkish
Gujerati	Marathi	Urdu
Hindi	Pampango	Vietnamese

This spiritual approach in broadcasting is made in the belief that fundamentally the warfare, whether hot or cold, between the free world and Communism, is based upon the difference between an approach in the SPIRIT to the problems of the world as contrasted to the approach of dialectical materialism. Even though strength in the material realm is necessary in this conflict of ideology, all such material resources should be considered as aids in the approach to the world's problems and should by no means become an end in themselves.

This spiritual approach places prime consideration upon the SPIRIT of FREEDOM rather than upon a materialistic or physical concept of FREEDOM, for a man may be free, ostensibly, to move about as he pleases, to speak as he pleases, to vote as he pleases, to write as he pleases, yet be a slave to intimidation, threat, fear of self-preservation. On the other hand, a man may be bound in chains, in prison, or be a physical slave in an iron-curtain country and yet retain the SPIRIT of FREEDOM. Therefore, it is this SPIRIT of FREEDOM upon which we place emphasis and attempt to keep alive or bring alive.

Concerning PEACE. The emphasis here is placed not alone on the physical or material concept of PEACE, but rather upon PEACE in the SPIRIT. For a man may live in a country physically at peace, yet have within himself no peace. On the other hand, a man may be fighting in Korea on the side of freedom, or live in a Communist-infested country such as Vietnam and yet have within himself the SPIRIT of PEACE which, if properly fed, cannot be shattered by Communist guns, threats, ideals or false peace offers.

Concerning TRUTH. It is the SPIRIT of TRUTH that is equally important as the literal spoken word of truth. One of the Communist's strongest weapons is to speak a TRUTH, but to violate the SPIRIT of TRUTH. A criminal may confess that he committed an act which we consider criminal. He has told the TRUTH, but violated the SPIRIT of the whole TRUTH, which embodies true justice and liberty. The Communist may confess that he has killed, yet contend that he has merely "eliminated the enemies of the people" and hence done good instead of evil.

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This spiritual approach to the nations of Asia is made in the sincere belief that real and true Christian principles provide the foundations upon which can be built a society of free people and free nations, and which offer the greatest resistance, yet positive approach to Communistic ideology. It has been proved on many occasions during the operation of the Far East Broadcasting Company in Asia, that this approach brings results. The entire programming is designed, so far as possible, to fill the vacuum in the SPIRIT of Asiatic peoples. It is the constant endeavor of the Staff to discover for every phase of human life more sensitive means and greater insight into these problems, in order that more effective programming may be possible.

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